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UTAH TRAVEL COUNCIL POST OLYMPIC RESEARCH

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# Utah! Post Olympic Qualitative Research

UTAH TRAVEL COUNCIL POST OLYMPIC RESEARCH

## •Objectives:

Explore and assess the attitudes,  
perceptions and feelings regarding  
Utah, the 2002 Olympic Winter Games and  
Olympic Memories

## •Objectives:

Assess three advertising concepts ability to communicate Utah's post Olympic message and gauge the concepts' overall appeal on uniqueness, likability, importance, relevance and believability



## •Methodology

-40 Interviews

-Dallas. Los Angeles

-Mini Groups

-June 27, July 2

-Adults, 25-54, HHI \$75,000+, Never  
visited Utah, Watched Olympics

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# 2002 Olympic Memories (Pride, Patriotism & Passion)

UTAH TRAVEL COUNCIL REQUEST FOR PROPOSAL

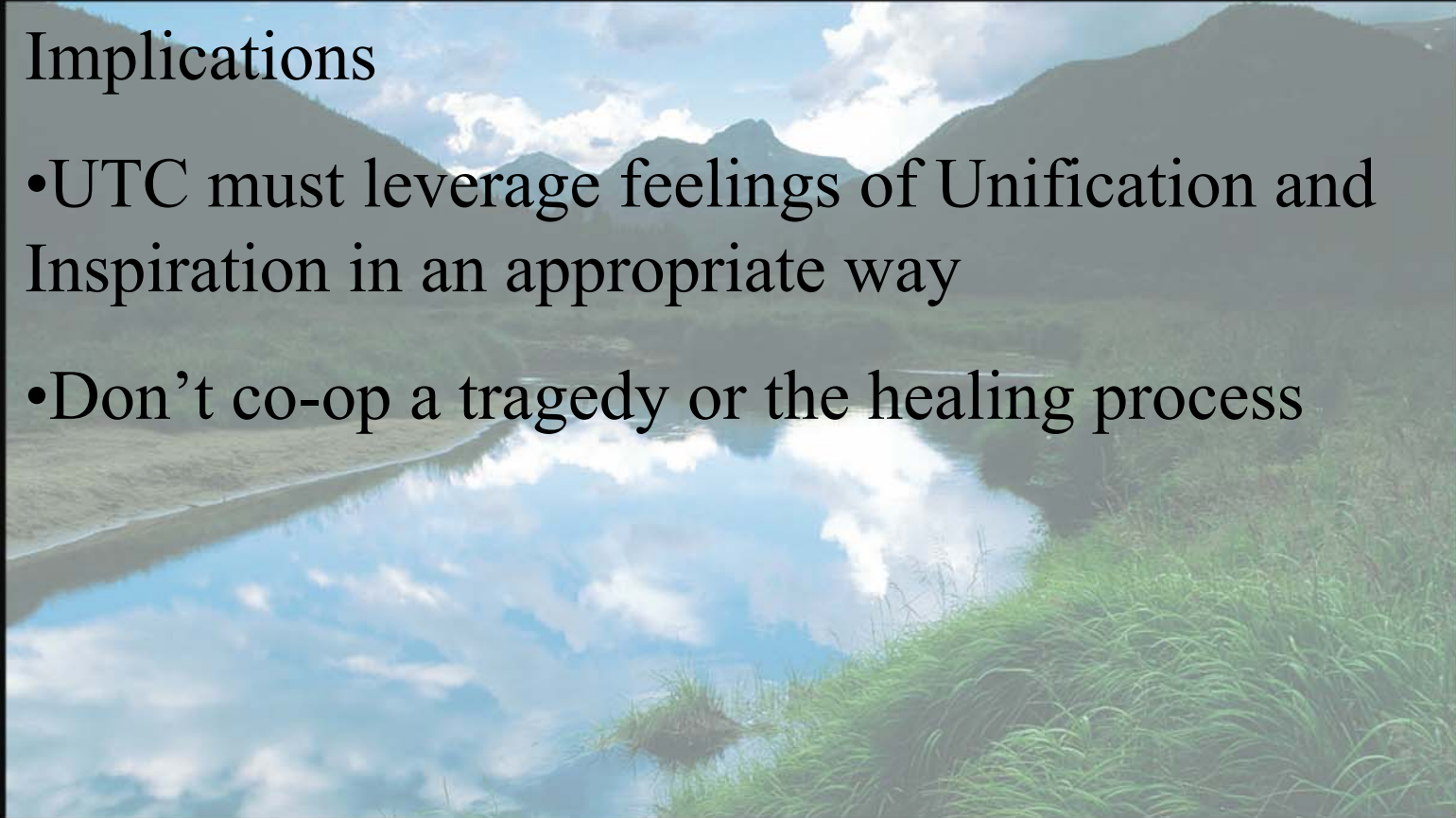
## Olympic Memories :

- Unity (after 9/11)
- Patriotism( The American and Olympic Spirit)
- Passion (The Human Drama)



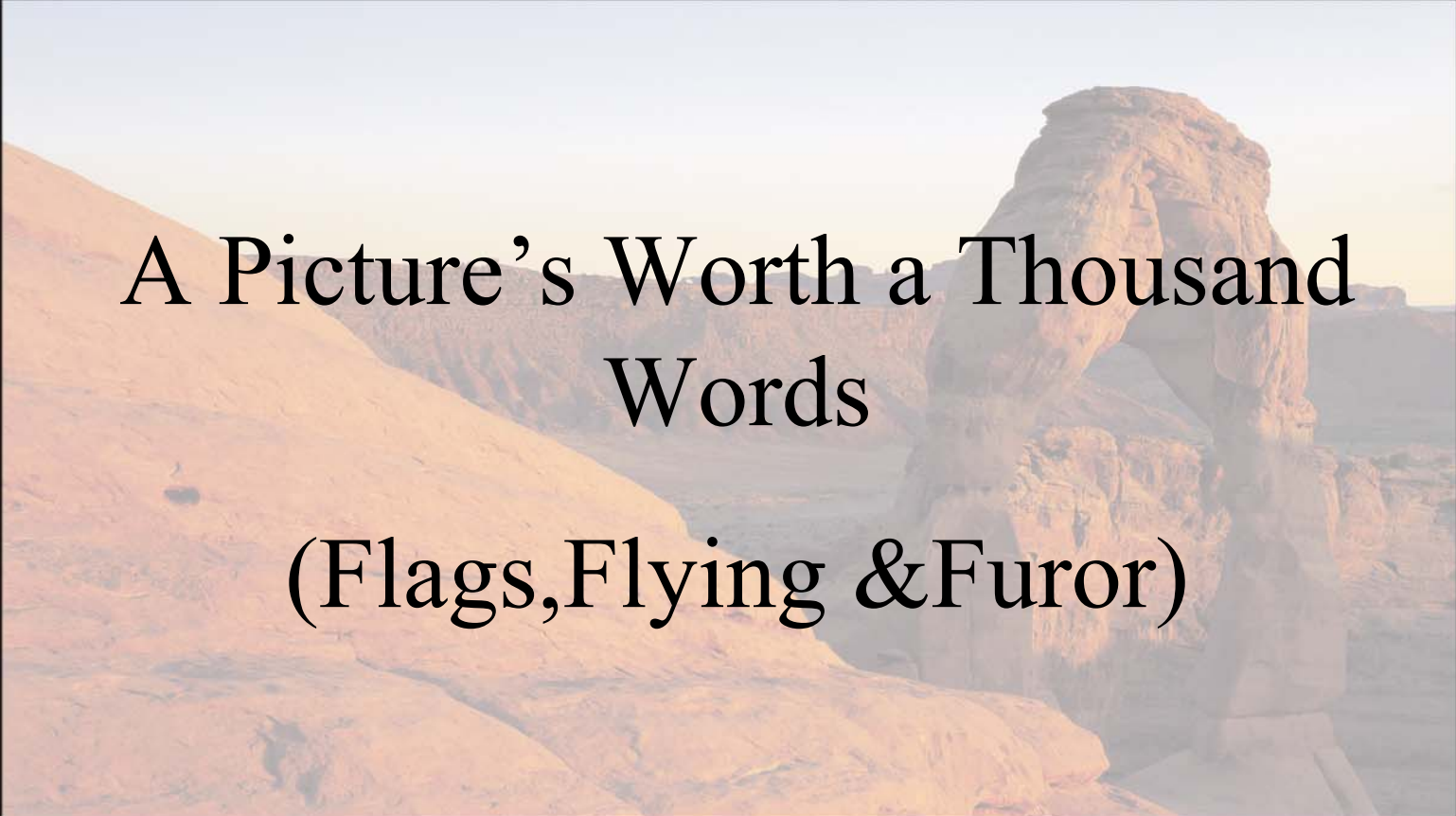
## Implications

- UTC must leverage feelings of Unification and Inspiration in an appropriate way
- Don't co-op a tragedy or the healing process





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# A Picture's Worth a Thousand Words

(Flags, Flying & Furor)

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## Patriotism/Pride

*“Landmarks in America. Everything in the Olympics embodies America, the youth and everything American. American pride.”*

# Aspiration

*“A picture of a jet soaring in the sky...it’s the feeling of what the Olympics are all about: striving to be the best...flying high”*

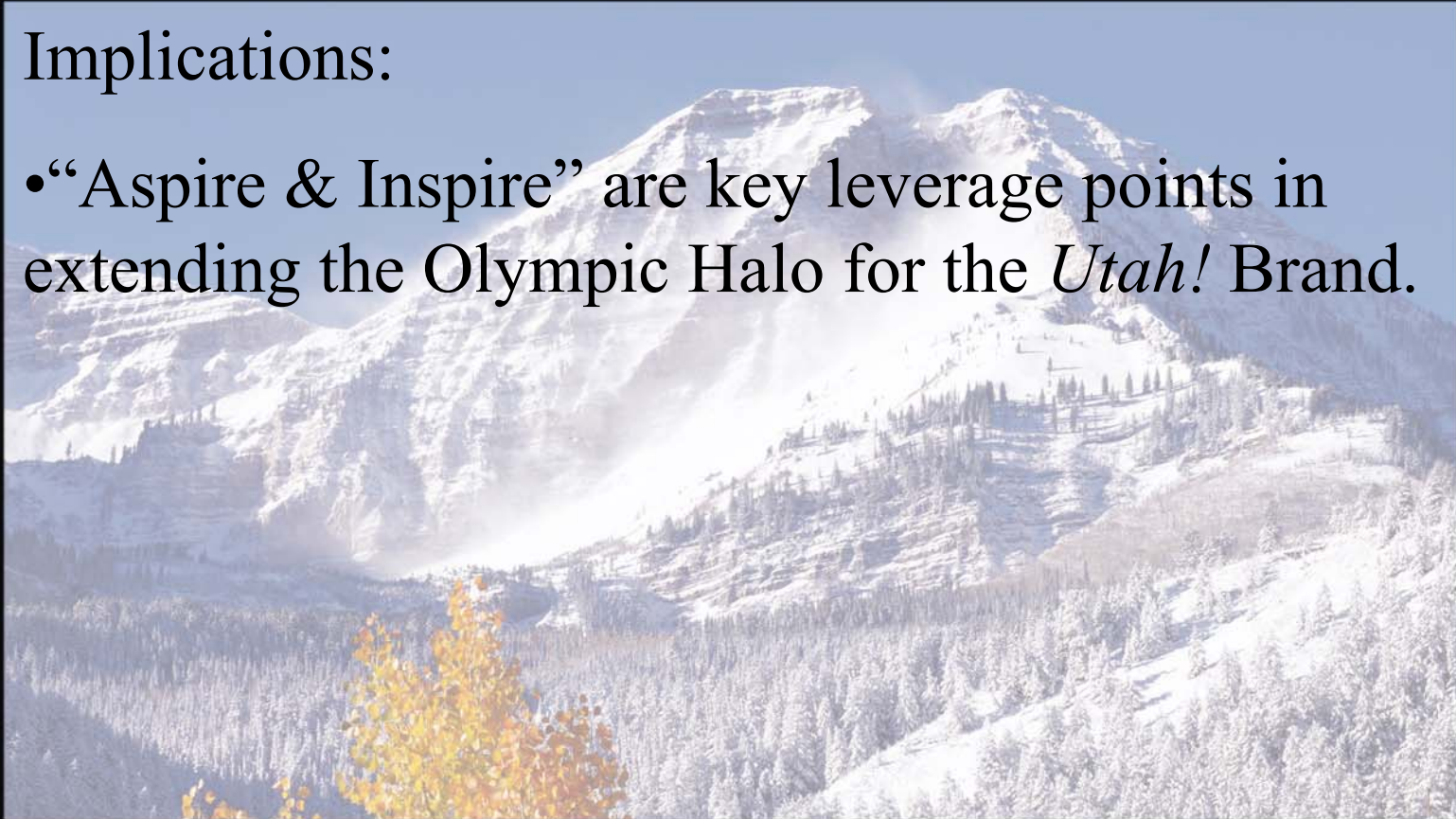
## Confusion/Controversy

*“Picture of kids crying because of the controversy...the Olympics represent so much innocence...”*



## Implications:

- “Aspire & Inspire” are key leverage points in extending the Olympic Halo for the *Utah!* Brand.



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# Salt Lake City's Brand Image (Versus Other Host Cities)

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## IMAGE OF OLYMPIC CITIES – WINTER (Dallas)

Salt Lake City	Nagano	Lillehammer	Calgary	Lake Placid
Friendly	Foreign	Foreign	Known	Beautiful
Emotional	Unknown	Unknown	Beautiful	Picturesque
Beautiful	Strange	Quaint	Want to Visit	Known
Familiar	Forgettable	Want to Visit	Lots to See & Do	Peaceful
Successful	Don't Want to Visit	Intriguing	Exciting	Exciting



## IMAGE OF OLYMPIC CITIES – WINTER (Los Angeles)

<b>Salt Lake City</b>	<b>Nagano</b>	<b>Lillehammer</b>	<b>Calgary</b>	<b>Lake Placid</b>
<b>Known</b>	<b>Foreign</b>	<b>Foreign</b>	<b>Rural</b>	<b>Small</b>
<b>Friendly</b>	<b>Unknown</b>	<b>Unknown</b>	<b>Beautiful</b>	<b>Rural</b>
<b>Familiar</b>	<b>Lots to See &amp; Do</b>	<b>Rural</b>	<b>Unknown</b>	<b>Peaceful</b>
<b>Exciting</b>	<b>Memorable</b>	<b>Intriguing</b>	<b>Familiar</b>	<b>Picturesque</b>
<b>Emotional</b>	<b>Small</b>	<b>Beautiful</b>	<b>Want to Visit</b>	<b>Unknown</b>



IMAGE OF OLYMPIC CITIES – SUMMER (Dallas)			
Salt Lake City	Sydney	Atlanta	Seoul
Friendly	Lots to See & Do	Familiar	Foreign
Emotional	Exciting	Urban	Known
Beautiful	Want to Visit	Known	Large
Familiar	Beautiful	Lots to See & Do	Don't Want to Visit
Successful	Memorable	Large	Lots to See & Do



<b>IMAGE OF OLYMPIC CITIES – SUMMER (Los Angeles)</b>			
<b>Salt Lake City</b>	<b>Sydney</b>	<b>Atlanta</b>	<b>Seoul</b>
<b>Known</b>	<b>Want to Visit</b>	<b>Familiar</b>	<b>Foreign</b>
<b>Friendly</b>	<b>Fun</b>	<b>Urban</b>	<b>Urban</b>
<b>Familiar</b>	<b>Familiar</b>	<b>Known</b>	<b>Large</b>
<b>Exciting</b>	<b>Lots to See &amp; Do</b>	<b>Commercial</b>	<b>Don't Want to Visit</b>
<b>Emotional</b>	<b>Memorable</b>	<b>Lots to See &amp; Do</b>	<b>Known</b>

## •Implications

Salt Lake City has unique strengths

-Friendliness

-Success

-Emotion



## •Implications

But we have a weakness too

-Lots to See & Do is associated more with other host cities, indicating a lack of awareness of all the Salt Lake and Utah has to offer



## •Implications

We must capitalize on our strengths now and leverage them when ever and where ever possible

We must continue to educate potential visitors about all that Utah has to see & do

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# Utah! Advertising Concept Testing

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## Three Concepts Tested:

- “Welcome”
- “Snowflake”
- “Seasons”

## Each concept evaluated for

- Understanding
- Uniqueness
- Relevance
- Importance
- Believability
- Likability

## •Implications

- All three concepts tested above average
- “Welcome” & “Seasons” Concepts seem to have greatest potential
- Appropriate Olympic tie-in
- Strong Year-Round Message
- Unique, Relevant, Likable



## •Implications

### -Suggested refinements

- Edit :30 version of “Welcome”
- Add people and activities to the beautiful scenery in “Seasons” to educate potential visitors on what they can see and do in Utah

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# Utah! Post Olympic Print Advertising






Gold, Silver  
and Bronze,  
awarded nightly.

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**Utah!**  
utah.com






Closing Ceremonies  
occur nightly. The  
fireworks are up to you.

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**Utah!**  
utah.com



A blurred figure of a person, possibly a runner, is in the foreground, moving from left to right. The background is a desert landscape with a full moon and large rock formations under a warm, orange sky.

Olympians aren't the  
only ones to come here  
in search of gold.

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**Utah!**  
utah.com



Let it melt,  
Let it melt,  
Let it melt.

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**Utah!**  
utah.com



The slalom gates are still here.  
They're just called aspens.

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**Utah!**  
utah.com





We squeeze every bit of drama out of those little snowflakes.

When the Greatest Snow on Earth® melts, it's got to go somewhere.

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**Utah!**  
utah.com